1   42244/JEC/M770

SYSTEM AND METHOD FOR MERGING
INTERACTIVE TELEVISION DATA WITH CLOSED CAPTION DATA

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ABSTRACT OF THE DISCLOSURE

A method and apparatus for delivering interactive television (ITV) data by using the same TV scan line that also carries closed caption data. The ITV data is inserted into the scan line

10   with CC data by detecting a gap associated with a first CC data unit. If the gap is large enough to contain all of the group of ITV data units then electronically insert the entire group of ITV data units into the gap. If the gap is not large enough to contain the entire group of ITV data units, insert a subset of

15   the entire group of theITV data units into the gap and continue to the gaps associated with successive CC data units, inserting subsets of theITV data into subsequent gaps until the entireITV message has been inserted into the gaps between CC data units.

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